

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A display device comprising:

a display;

a display controller;

a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means not for dividing one frame period into a plurality of subframe periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period~~[[,]]~~ and for having a longer frame period as compared to the one frame period for expressing n-bits gradation for operating the display with a lower clock frequency and a lower driving voltage than the first means,

wherein the first and second means are controlled by the display controller.

2. (Currently Amended) A display device comprising:

a display;

a display controller;

a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means not for dividing one frame period into a plurality of subframe periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period, ~~[[and]]~~ for having a longer

frame period as compared to the one frame period for expressing n-bits gradation and ~~for~~ operating the display with a lower clock frequency and a ~~lower driving voltage~~ than the first means,

wherein the first and second means are controlled by the display controller.

3. (Original) A display device according to claim 1,  
wherein the display device further comprises a frame memory;  
n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and

1-bit data is written and read out to perform a display operation in the second means.

4. (Original) A display device according to claim 2,  
wherein the display device further comprises a frame memory;  
n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and

1-bit data is written and read out to perform a display operation in the second means.

5. (Original) A display device according to claim 1,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific voltage is applied to the light emitting element; and  
a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

6. (Original) A display device according to claim 2,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific voltage is applied to the light emitting element; and  
a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

7. (Original) A display device according to claim 1,

wherein the display device further comprises a light emitting element for each pixel;  
a specific current is supplied to the light emitting element; and  
a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

8. (Original) A display device according to claim 2,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific current is supplied to the light emitting element; and  
a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

9. (Original) A display device according to claim 1,  
wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

10. (Original) A display device according to claim 2,  
wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

11. (Original) A display device according to claim 1,  
wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

12. (Original) A display device according to claim 2,  
wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

13. (Currently Amended) A display device comprising:  
a display;  
a display controller;

a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means ~~not~~ for dividing one frame period into a plurality of subframe periods, ~~for~~ ~~[[and]]~~ setting one of lighting and non-lighting to ~~each of the plurality of subframe periods~~ the one frame period, for expressing ~~[[m-bits]]~~ 1-bit gradation (~~m is a natural number less than n~~) in accordance with a total lighting time during the one frame period, for having a longer frame period as compared to the one frame period for expressing n-bits gradation and for operating the display at ~~a lower clock frequency and a lower driving voltage than the first means,~~  
wherein the first and second means are controlled by the display controller.

14. (Currently Amended) A display device according to claim 13,  
wherein the display device further comprises a frame memory;  
n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and  
[[m-bits]] 1-bit data (~~m is a natural number less than n~~) is written and read out to perform a display operation in the second means.

15. (Original) A display device according to claim 13,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific voltage is applied to the light emitting element; and  
a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

16. (Original) A display device according to claim 13,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific current is supplied to the light emitting element; and  
a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

17. (Original) A display device according to claim 13,  
wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

18. (Canceled).

19. (Original) A display device according to claim 13,  
wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

20. (Currently Amended) A method of driving a display device having a display and a display controller,

comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second display mode not for dividing one frame period into a plurality of subframe periods, ~~for~~ setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period~~[,]~~ and ~~for having a longer frame period than the first display mode for operating the display at a lower clock frequency and a lower driving voltage than the first display mode,~~

wherein the first and second display modes are controlled by the display controller.

21. (Currently Amended) A method of driving a display device having a display and a display controller, comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for

expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second display mode not for dividing one frame period into a plurality of subframe periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period, ~~[[and]]~~ for having a longer frame period than the first display mode and for operating the display at a lower clock frequency and ~~a lower driving voltage~~ than the first display mode,

wherein the first and second display modes are controlled by the display controller.

22. (Original) A method of driving a display device according to claim 20,  
wherein the display device further comprises a frame memory;  
n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first display mode; and  
1-bit data is written and read out to perform a display operation in the second display mode.

23. (Original) A method of driving a display device according to claim 21,  
wherein the display device further comprises a frame memory;  
n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first display mode; and  
1-bit data is written and read out to perform a display operation in the second display mode.

24. (Original) A method of driving a display device according to claim 20,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific voltage is applied to the light emitting element; and  
a voltage applied to the light emitting element in the first display mode is higher than a voltage applied to the light emitting element in the second display mode.

25. (Original) A method of driving a display device according to claim 21,

wherein the display device further comprises a light emitting element for each pixel;  
a specific voltage is applied to the light emitting element; and  
a voltage applied to the light emitting element in the first display mode is higher than a voltage applied to the light emitting element in the second display mode.

26. (Original) A method of driving a display device according to claim 20,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific current is supplied to the light emitting element; and  
a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

27. (Original) A method of driving a display device according to claim 21,  
wherein the display device further comprises a light emitting element for each pixel;  
a specific current is supplied to the light emitting element; and  
a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

28. (Original) A method of driving a display device according to claim 20,  
wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

29. (Original) A method of driving a display device according to claim 21,  
wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

30. (Original) A method of driving a display device according to claim 20,  
wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

31. (Original) A method of driving a display device according to claim 21,

wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

32. (Currently Amended) A method of driving a display device having a display and a display controller, comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second display mode not for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to ~~each of the plurality of subframe periods the one frame period,~~ for expressing ~~[[m-bits]]~~ 1-bit gradation ~~(m is a natural number less than n)~~ in accordance with a total lighting time during the one frame period, ~~for~~ having a longer frame period than the first display mode and for operating the display at ~~a lower clock frequency and a~~ lower driving voltage than the first display mode,

wherein the first and second display modes are controlled by the display controller.

33. (Original) A method of driving a display device according to claim 32, wherein the display device further comprises a frame memory; n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first display mode; and 1-bit data is written and read out to perform a display operation in the second display mode.

34. (Original) A method of driving a display device according to claim 32, wherein the display device further comprises a light emitting element for each pixel; a specific voltage is applied to the light emitting element; and a voltage applied to the light emitting element in the first display mode is higher than a voltage applied to the light emitting element in the second display mode.



35. (Original) A method of driving a display device according to claim 32, wherein the display device further comprises a light emitting element for each pixel; a specific current is supplied to the light emitting element; and a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

36. (Original) A method of driving a display device according to claim 32, wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

37. (Canceled).

38. (Original) A method of driving a display device according to claim 32, wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

39. (Original) A display device according to claim 1, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

40. (Original) A display device according to claim 2, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

41. (Original) A display device according to claim 13, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

42. (Original) A method of driving a display device according to claim 20, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

43. (Original) A method of driving a display device according to claim 21, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

44. (Original) A method of driving a display device according to claim 32, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.